

# Sears

*Where basic principles never  
change, and where meaningful  
change is a principle*

Today at Sears, as in each of our 85 years, our company has been guided by this unchanging fundamental: to offer you and every member of your family real value in wanted merchandise.

You'll find throughout this catalog what we mean, and have always meant by real value—items of quality you can count on, at everyday prices that are fair. You'll find meaningful change, too—more new, more interesting and useable items than we've offered in any catalog for many, many years.

So look through this new book; we're sure it will be well worthwhile. Remember, you can buy any item by phone and, whatever or wherever you buy from Sears, "Satisfaction Guaranteed or Your Money Back."

*Fall and Winter 1971*





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# TODAY AT **Sears** ..THE MOST COMPLETE COLLECTION OF FASHION COORDINATES WE'VE EVER HAD..16 PAGES, STARTING HERE, OF THE IMPORTANT LOOKS FOR FALL '71

## THE IMPORTANT SHORT-PANTS LOOK

### 1... in a bonded Acrylic Outfit with button-front overskirt

One-piece pants and top with a separate matching plaid skirt. Navy blue bodice and its creamy white accents are knit Orion® acrylic. The bright red, navy, burnished gold, and creamy white plaid is woven acrylic. Completely bonded top and bottom to acetate tricot (Misses' top to nylon tricot). Step-in short outfit has a zipper-back top, belt loops and coordinated red vinyl belt. Girls' and little girls' sizes machine wash at warm temperature; hang to dry (Misses' sizes hand wash separately).

- A Misses' sizes 8, 10, 12, 14. *State size.*  
V31 G 6112F—Shipping weight 2 pounds. . . **\$16.00**
- B Little Girls' sizes 3, 4, 5, 6 or 6x. *State size.*  
29 G 4240F—Shipping weight 11 ounces. . . **\$10.00**
- C Girls' sizes 7, 8, 10, 12, 14. *State size.*  
77 G 1041F—Shipping weight 15 ounces. . . **\$13.00**  
Young Teens' sizes 6J, 8J, 10J, 12J, 14J. *State size.*  
V77 G 1943F—Shipping weight 15 ounces. . . **\$14.00**

## THE IMPORTANT TRENCH COAT LOOK IN IMPORTED SUEDE

### 2... in handsomely detailed leather with a warm, zip-out pile lining

Incredibly luxurious New Zealand suede you'll never have to pamper... these beautiful coats have been treated with Quilon® to repel water and non-oily stains. Authentically styled in spice brown with convertible collars, epaulettes, gun-flaps, self-belt and sleeve tabs. The sleeveless liner is warm Orion® acrylic pile, cotton backed... simply zip it in for cold weather wear. Just below the knee length. Leather clean. Hers... acetate taffeta lined. His has heavier viscose rayon satin lining.

**HIS.** *State even chest size 36 to 46 inches.*  
N45 G 66037CF—Shipping weight 8 pounds. . . **\$99.00**

**HERS.** Misses' sizes 8, 10, 12, 14, 16, 18. *State size.*  
N17 G 5012F—Shipping weight 4 lbs. 8 oz. . . . **\$93.00**

FOR MEASURING INFORMATION  
see pages 746 to 749







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ELIZABETH F. COWELL  
THE FASHIONING ARTIST

E

**ORLON.**  
A LUXURY FIBER

CPK124  
AEDSLG2

Sears

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# TODAY AT **Sears** ..

## THE IMPORTANT LOOKS IN DENIM

### 1... in Jeans and pile-lined Jacket with authentic western styling

**A The Jacket.** Rugged 10 oz. blue cotton denim lined and trimmed in curly, cream-colored acrylic pile (cotton-backed). Sleeve-lining is nylon taffeta quilted to polyester. Front and back yoke. Snaps at closing, pocket flaps and cuffs. Machine wash, medium.

**HIS.** State chest size 36, 38, 40, 42, 44, 46.  
51 G 12871F—Shipping weight 2 pounds . . . . \$10.00

**HERS.** Junior sizes 5, 7, 9, 11, 13, 15. State size.  
19 G 3535F—Shipping weight 1 lb. 10 oz. . . . \$10.00

**B The Jeans.** Matching blue cotton denim, double stitched with orange thread. Slim cut and tapered from waist to knee . . . wide legged to fit over boots. Belt loops. Fly-front zip with snap. Front scoop pockets, 2 back patch pockets. Machine wash, medium.

**HIS.** State waist size, then inseam from this Chart.

Waist, inches	Inseam, inches
29 . . . . .	29, 30, 31
30, 31, 33, 38 . . . . .	29, 30, 31, 32
32, 34, 36 . . . . .	29, 30, 31, 32, 33

51 G 12821F—Shipping weight 1 pound 9 ounces \$5.00

**HERS.** Junior sizes 5, 7, 9, 11, 13, 15. State size.  
19 G 8184F—Shipping weight 1 lb. . . . . \$5.00

**C The Shirt.** Faded blue chambray . . . 50% Fortrel® polyester, 50% cotton. Double stitched in orange thread. Simulated pearl snap front and pockets. Long stay-in tails. Yoke front and back. Machine wash, warm.

**HIS.** Long sleeves proportioned to size. Sizes S(14-14½ in. neck); M(15-15½); L(16-16½); XL(17-17½).  
51 G 12939F—State S, M, L or XL. Wt. 1 lb. . . . \$5.00

**HERS.** Long sleeves. Junior sizes 5, 7, 9, 11, 13, 15.  
19 G 4995F—State size. Shpg. wt. 9 oz. . . . . \$5.00

**(D and E) The Boot.** Leather shag suede uppers. Waxy leather harness straps. Composition sole. Western cowboy heel with rubber lift. Natural color. Outside pull straps on His . . . inside pull straps on Hers.

**D HIS.** 14 inches high. Sizes D (medium) 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. State size, D width.  
67 G 86403F—Shpg. wt. 4 lbs. 14 oz. . . . . \$24.97

**E HER.** 12½ inches high. Sizes B (medium) 6, 6½, 7, 7½, 8, 8½, 9 and 10. State size, B width.  
67 G 86781F—Shpg. wt. 4 lbs. 7 oz. . . . . \$21.97

### 2... in classic Bib Overalls made exactly the same now as they were nearly 40 years ago

**F The Overalls.** 10 oz. cotton denim. Styled with plenty of hardware and pockets . . . on bib, at sides, in back, even a hammer loop. Button fly-front. Wide double-fabric suspenders. Machine wash, medium.

**HIS.** State even waist size 30 to 40, then inseam 30 or 32.  
51 G 12361F—Navy-white hickory stripe  
51 G 12351F—Navy  
Shipping weight 2 lbs. 4 oz. . . . . \$8.00

**HERS.** Junior sizes 5, 7, 9, 11, 13, 15. State size.  
19G8182F—Navy-white hickory stripe 19G8183F—Navy  
Shipping weight 1 lb. 6 oz. . . . . \$8.00

ORDER YOUR USUAL SIZE  
.. If in doubt, see pages 748 and 749



His belt sold  
on page 696 . . .  
Hers on page 291





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CP988 M  
AEDSLG Sears





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HIS belts sold  
on pages 596 and 628  
.. HERS on page 539



TODAY AT **Sears** ..

# THE IMPORTANT LOOKS IN JEANS AND SHIRTS

## 1... in button-front denim jeans and PERMA-PREST® striped Shirt

**A The Shirt.** Trim 'n tapered chambray... 50% Fortrel® polyester, 50% cotton Long shirtils, placket front, two-button cuffs, patch pocket with stitched mock flap No iron when machine washed, medium, tumbled dry

**HIS.** Permanent collar stays. Neck sizes S(14-14½), M(15-15½), L(16-16½), XL(17-17½). *State* S, M, L, XL  
33 G 75141F—Navy 33 G 75146F—Red  
Shipping weight 1 pound. . . . . **\$6.00**

**HERS.** *State* Misses' size 8, 10, 12, 14, 16, 18 Wt 8 oz  
7 G 4108F—Navy. **\$6.00** 7 G 4107F—Red **\$6.00**

**B The Jeans.** Nautical navy cotton denims with flared legs Button fly front, wide belt loops, two flapped patch pockets. Machine wash, warm, separately

**HIS.** *State* waist size 30, 32, 34, 36 or 38, then *state* inseam length S(29½ in.), M(31 in.), or L(33 in.)  
41 G 25181F—Shipping weight 1 lb. 4 oz **\$7.00**

**HERS.** Misses' sizes 8, 10, 12, 14, 16 *State* size  
7 G 1675F—Shipping weight 1 lb. 2 oz **\$6.00**

## 2... in brushed twill jeans and soft, chambray blend Work Shirts

**C The Shirt.** White stitching trim on fabric of 50% Fortrel® polyester, 50% cotton Tapered body, long tails, one-button cuffs, button-up pockets Machine wash, medium His is a PERMA-PREST® shirt. needs no ironing when tumbled dry

**HIS.** Permanent stays. Neck sizes S(14-14½), M(15-15½), L(16-16½), XL(17-17½) *State* S, M, L, XL  
33 G 75174F—Medium blue Wt 1 lb. . . . . **\$6.00**  
33 G 75171F—Pale gold Wt 1 lb. **6.00**

**HERS.** *State* Misses' size 8, 10, 12, 14, 16, 18 Wt 7 oz  
7G4110F—Med blue **\$6.00** 7G4109F—Pale gold **\$6.00**

**D The Jeans.** Ruggedly detailed brushed cotton twill Flared and cuffless Wide looped waistband Zip fly front Bartacking at points of strain. Machine wash medium. Maximum fabric shrinkage of 2%

**HIS.** *State* waist size 30, 32, 34, 36, 38, then *state* inseam length S(29½ in.), M(31 in.), or L(33 in.) Wt 1 lb. 4 oz  
41G25172F—Med blue **\$7.00** 41G25171F—Lt brown **\$7.00**

**HERS.** *State* Misses' size 8, 10, 12, 14, 16, 18 Wt 15 oz  
7G1727F—Med blue **\$6.00** 7G1728F—Lt brown **\$6.00**

## 3... in an Outershirt of sueded cowhide studded with nailhead trim

Luxuriously sueded outside smooth inside Snap closure at front and sleeve cuffs Stitched in contrasting sawtooth pattern. Spice tan. Leather-clean

**HIS.** Sizes S(34 to 36 inch chest), M(38 to 40 in.); L(42 to 44 in.); XL(46 to 48 in.). *State* S, M, L or XL  
45G64047F—Shipping weight 3 pounds 6 ounces **\$37.90**

**HERS.** Misses' sizes S(8-10), M(12-14); L(16)  
N17 G 5102F—*State* S, M, L. Wt 3 lbs. 2 oz... **\$37.90**





1

# TODAY AT **Sears** ..

## THE IMPORTANT LOOKS IN COATS AND JACKETS

**1** ... in a Coat of natural split cowhide, polyester pile lined to look like genuine shearing lamb

Western styling in rich tobacco brown. Yoke is scalloped at front, straight in back. Collar, slash pockets and inner lining of warm polyester pile (polyester-backed) ... color coordinated to coat. Sleeves are lined with acetate. Fingertip length. Leather covered buttons. Leather-clean.

**HIS.** About 30-inch hip length  
State regular chest size 36, 38, 40, 42, 44, 46 in  
45 G 64067CF—Shipping weight 5 pounds ... **\$47.90**

**HERS.** Measures about 27 inches long  
Misses' sizes 8, 10, 12, 14, 16, 18 State size  
N17 G 6101F—Shipping weight 3 lbs 14 oz. ... **\$44.90**

**2** ... in a double breasted Suede Jacket with season-spanning zipped pile liner

Spice brown, imported New Zealand suede treated to repel water. Warm zip-out lining is acrylic pile on cotton back. The front is closed with six brass-look emblem buttons. Set-in sleeves. Flap pockets. Half back belt with button trim. Leather-clean.

**HIS.** About finger-tip length  
State regular chest size 36, 38, 40, 42, 44, 46 in  
N45 G 66038CF—Shipping weight 5 pounds ... **\$74.90**

**HERS.** Measures about 30 inches long  
Misses' sizes 8, 10, 12, 14, 16, 18 State size  
N17G6005F—Shipping weight 3 pounds 10 ounces **\$69.90**

**3** ... in "Air Force" type Parkas, authentically detailed ... even to a zip pocket on the arm

This durable nylon shell has an inner nylon lining of "international distress" orange. In between there's a hidden layer of Dacron® polyester fiberfill quilted to the lining to keep you toasty warm. The acrylic and polyester pile hood lining actually looks like wolf fur, is backed with polyester. Looped button front conceals heavy duty zipper. Pull the zipper higher and hood extends to protect face. Knit inside cuffs are great wind breakers. Snap pockets. Dry clean.

**HIS.** About mid-thigh length  
State regular chest size 36, 38, 40, 42, 44, 46 in  
45 G 72214F—Sage green 45 G 72216F—Navy blue  
Shipping weight 3 pounds 4 ounces ... **\$39.90**

**HERS.** Measures about 31 inches long.  
Misses' sizes 8, 10, 12, 14, 16, 18 State size.  
N17 G 7762F—Navy blue N17 G 7761F—Sage green  
Shipping weight 3 lbs. 13 oz. ... **\$38.90**  
\*Reg. DuPont T.M.





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3



**1** Shown with pajamas (2)  
sold on facing page





# TODAY AT **Sears** ..

## THE IMPORTANT LOOKS IN NIGHTWEAR

### 1.. in Kimonos done for the first time in soft, warm, luxurious Wincama® fleece

The cozy kimono . . . to wrap and lounge in all year 'round. The elegant knit fabric is 80% Arnel® triacetate, 20% brushed nylon . . . so richly blended it actually takes on the look of velour. Knee length. Roomy ¾ length sleeves. Two patch pockets. Self-tie belt (men's has Gripper® snaps to anchor sash to belt loops). Wonderfully machine washable at warm temperature . . . PERMA-PREST® fabric never needs ironing when you tumble dry.

**HIS:** One size fits all

33 G 80357—Blue

33 G 80353—Copper

Shipping weight 1 pound 8 ounces . . . . . \$18.00

**HERS:** Misses' sizes S(10-12), M(14-16); and L(18).

Please state size letter S, M, or L.

38 G 88619F—Blue

38 G 88618F—Copper

Shipping weight 1 pound 3 ounces . . . . . \$15.00

### 2.. in nylon tricot Pajamas that coordinate beautifully with the Wincama® kimonos

Soft, smooth nylon tricot in vibrant two-tones that look great with kimonos . . . or alone. Lightly colored tunic tops have a contrasting, dark tie sash. There's dark piping, too, on the 3-button front, short sleeve cuffs, and V-neck. Men's top has pocket with dark piping. Straight leg pants match up to the piping and sash, have comfortable boxer-style waistbands. Buttons are pearlized plastic. Best of all, the fine PERMA-PREST® fabric keeps its good looks with minimum care. Just machine wash, medium, tumble dry.

**HIS:** Chest sizes S(34 to 36 inches), M(38-40 inches), L(42-44 inches), XL(46-48 inches)

Please state size letter S, M, L or XL

33 G 11781F—Light blue and medium blue

33 G 11784F—Amber and brown

Shipping weight 1 pound 5 ounces . . . . . \$9.00

**HERS:** Bust sizes 32, 34, 36, 38, 40. Please state size

38 G 17372F—Light blue and medium blue

38 G 17373F—Amber and brown

Shipping weight 14 ounces . . . . . \$7.00

ORDER YOUR USUAL SIZE . .  
if in doubt, see pages 748 and 749

# 2





# TODAY AT **Sears** ..

## THE IMPORTANT LOOK OF FOOTED PAJAMAS

### 1.. in a one-piece pink knit trimmed with embroidered lace

Step-in sleepers of brushed-knit tricot . . . 80% Estron® acetate, 20% nylon. Bunny-soft outside. Silky-smooth next to your skin. Ruffled at the waist. Accented with white nylon lace and a pert black bow. Four-button back closure. Elasticized at cuffs and ankles. Skid-resistant soles are lightweight, nubbed vinyl. Machine wash at warm. Estrel® finish for maximum fabric shrinkage of 2%.

**A** Women's. Bust sizes 32, 34, 36, 38  
*Please state correct size.*  
38 G 74291F—Shipping weight 12 ounces **\$5.99**

**B** Girls' sizes 7, 8, 10, 12 and 14.  
*Please state correct size.*  
77 G 3525F—Shipping weight 10 ounces **\$4.99**

**C** Little Girls' sizes 2, 3, 4, 5, 6 or 6x.  
*Please state correct size.*  
29 G 3421F—Shipping weight 7 ounces . . . **\$3.99**

### 2.. in a two-piece flannel country print with a tucked knit yoke

Warm and cuddly cotton flannel . . . gaily flowered in red, blue, yellow and white on pale beige. The matching beige front yoke and sleeves are a finely brushed tricot knit . . . 80% Estron® acetate, 20% nylon. Pull-over tops are buttoned and braided in red . . . have long sleeves with ruffled cuffs, elasticized wrists. Pants have elasticized waists and ankles, skid-resistant nubbed vinyl soles. Machine wash at warm. Fabric specially treated for maximum shrinkage of 2%.

**D** Women's. Bust sizes 32, 34, 36, 38  
*Please state correct size.*  
38 G 74281F—Shipping weight 15 ounces . . . **\$6.99**

**E** Girls' sizes 7, 8, 10, 12 and 14.  
*Please state correct size.*  
77 G 3512F—Shipping weight 10 ounces . . . **\$5.99**

**F** Little Girls' sizes 2, 3, 4, 5, 6 or 6x  
*Please state correct size.*  
29 G 3357F—Shipping weight 7 ounces . . . **\$3.99**

**FOR MEASURING INFORMATION**  
see pages 746 to 749



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**1 Pigtail Hat.** Bulky knit of Creslan® acrylic. Punch pink. Machine wash, warm temperature. One size fits from 3 to 6x. 29 G 2595—Shipping weight 4 ounces... \$2.75

**2 Tunic.** Dacron® polyester and nylon knit in multicolor stripes. Can be worn separately as a mini dress or as a top for pants. Turtleneck. Long sleeves. Machine wash, medium. Sizes S(2-3), M(4-5), L(6-6x). State S, M or L. 29 G 9650F—Shipping weight 4 ounces... \$4.00

**3 Belt.** Here's the look for fall. Suede leather. Fringe tie. Navy. One size fits from 3 to 6x. 29 G 9407—Shipping weight 4 ounces... \$2.00

**4 Pants.** Acrilan® acrylic keeps its shape because it's bonded to nylon tricot. Straight leg styling. Waist has band front and covered elastic back. Machine wash, medium. State size 3, 4, 5, 6 or 6x. 29 G 9651F—Punch pink. 29 G 9653F—Navy. Shipping weight 5 ounces. Each \$4.00

**5 Sweater Vest.** Soft Orlon® acrylic in wide rib knit. Popular longer length. Button front. Knit loops hold all-around self-fabric belt. Punch pink. Machine wash, medium. Sizes S(2-3), M(4-5), L(6-6x). Please state size S, M or L. Shipping weight 6 ounces. 29 G 3500F... \$5.00

**6 Knickers.** Woven Acrilan® acrylic holds its shape because it's bonded to acetate tricot. Multicolor plaid. Waist has band front and covered elastic back. Elastic holds knickers up comfortably at knees. Looks great with cape (7). Machine wash, med. State size 3, 4, 5, 6 or 6x. 29 G 9652F—Shipping weight 5 ounces... \$4.50

**7 Cape.** Woven Acrilan® acrylic is bonded to acetate tricot to hold shape. Silver-color button front opening highlights the multicolor plaid. Shaped shoulders. Fringed bottom. Wear with pants (4) or knickers (6). Machine wash, warm. Sizes S(2-3), M(4-5), L(6-6x). Please state size S, M or L. 29 G 4308F—Shipping weight 10 ounces... \$6.00

**8 Skirt.** Woven Acrilan® acrylic is bonded to acetate tricot to keep its shape. All-around box pleats. Covered elastic waistband. Multicolor plaid. Machine wash, warm temperature. State size 3, 4, 5, 6, 6x. Shipping weight 9 ounces. 29 G 4307F... \$4.50

**9 Cloche Hat.** Ribbed, double-knit Orlon® acrylic. Pompon trim. Navy. Machine wash, warm. One size fits 3 through 6x. Shipping weight 3 ounces. 29 G 2597... \$1.75

**10 Sears Best Cling-alon® Knee Socks.** Soft, luxurious blend of Orlon® acrylic and super stretch nylon. Heel and toe are reinforced with 3% extra nylon for longer wear. Ribbed cuff tops. SANI-GARD treated. Machine wash, medium temperature. Package of three pairs: 1 punch pink, 1 white and 1 navy. Sizes M(fits shoe sizes 3 to 5½); ML(fits shoe sizes 6 to 8½); L(fits shoe sizes 9 to 11¼); XL(fits shoe sizes 12 to 4). State one size per package M, ML, L or XL. 29 G 1811F—Shipping weight 4 oz. Pkg \$2.99



Sears

Collection

...unmistakably fine quality



## Pooh predicts a bright season for little girls wearing Punch pink and Navy

**11 Nautical-look Dress.** Acrilan\*\* acrylic knit keeps its shape because it's bonded to nylon tricot. A-line style. Detachable dicky makes dressing easier. Long sleeves. Skirt has front pleat and two-inch hem. Navy and winter white. Boxed. For a smart-looking outfit wear with pants (4) sold on facing page. Machine wash, medium and hang to dry.  
State size 2, 3, 4, 5, 6 or 6x  
29 G 5618F—Shipping wt. 12 oz. ....\$8.00

**12 Jumper-look Dress.** Solid punch pink fabric is knit of Acrilan\*\* acrylic. Striped U-shape front insert and three-quarter-length sleeves are knit of Orlon\* acrylic. Entire dress holds its shape because it's bonded to nylon tricot. A-line style. Stand-up notched collar and turn-up cuffs. Zipper back. Two-inch hem. Punch pink. Boxed. Machine wash medium and hang to dry.  
State size 2, 3, 4, 5, 6 or 6x  
29 G 5619F—Shipping wt. 11 oz. ....\$8.00

**13 Jumper.** Soft, luxurious cotton velour in an A-line styled pullover. Multicolor. Wear as a jumper or as a tunic top for pants (4) sold on facing page. Machine wash, warm.  
State size 3, 4, 5, 6 or 6x  
29 G 4335F—Shipping weight 13 oz. ...\$6.00

**14 Hat and Scarf Set.** Warm knit acrylic. Bulky knit hat has large cuff for greater protection. Pompon trim. Fashionably long 54-inch scarf has decorative fringe trim. Multicolor. Set is machine washable at warm temperature.  
One size fits from 3 through 6x.  
29 G 2600—Shipping weight 8 oz. .Set \$6.00

**15 Cape and Pants Set.** Cape is wool and nylon interlined with wool, polyester and other fibers under acetate taffeta. Button front and two patch pockets. Pants are wool and nylon bonded to polyurethane foam and acetate tricot. Straight-leg styling. Elastic waistband. Navy. Dry clean.  
State size 2, 3, 4, 5, 6 or 6x  
29 G 8714CF—Shpg. wt. 3 lbs. ....Set \$30.00

**16 Sears Best Cling-alon stretch Tops.** Smooth fitting knit of runproof stretch nylon. Rib-knit turtleneck and cuffs. Machine wash, warm temperature. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 2758F—Navy  
29 G 2758F—White  
29 G 2758F—Punch pink  
Shipping weight 3 ounces. ....Each \$2.99

**17 Sears Best Cling-alon\* Stretch Tights.** Smooth-fitting knit of runproof stretch nylon. Knit-in double seat and knees. Sueded elastic waistband. Full fashioned. Machine wash, warm temperature.  
Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 2712F—Navy  
29 G 2710F—White  
29 G 2742F—Punch pink  
Shipping weight 3 ounces. ....Each \$2.49

\*Reg. T.M. DuPont \*\*Reg. T.M. Monsanto

**NOTE:** Shoes shown on these two pages are sold on page 566



4



12



13



16

17

Cape and  
Pants Set

14

Hat and  
Scarf Set





**1 PERMA-PREST® skinny-rib Pullover.**

Double-knit spun Dacron® polyester. Super-stretch for easy on and off, bounces back into shape . . . a comfortable shirt to wear. Rib-knit mock turtleneck. Long sleeves and bottom are hemmed. Machine wash, medium, tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x).

State size S, M or L.

29 G 5024F—Navy  
29 G 5023F—Flash gold  
29 G 5022F—Camel

Shipping weight 4 oz. . . . . Each \$3.00

**2 Belted Sweater-Vest.** V-neck cardigan of soft Orlon® acrylic knit in fashionably longer length. All-around self belt. Machine wash, med., tumble dry. Sizes S(2-3); M(4-5); L(6-6x).

State size S, M or L.

29 G 3728F—Flash gold  
29 G 3725F—Camel  
29 G 3727F—Navy

Shipping weight 6 oz. . . . . Each \$5.00

**3 PERMA-PREST® Shirt.** Chambray blend of polyester and cotton. Long-point collar. Extra-full sleeves with wide 2-button cuffs. Machine wash, warm and tumble dry . . . no ironing.

State size 3, 4, 5, 6 or 6x.

29 G 6340F—Flash gold  
29 G 6341F—Navy  
29 G 6342F—Multicolor stripe

Shpg. wt. 5 oz. . . . . Each \$3.50

**4 Velour Pullover.** Multicolor striped combed cotton knit velour in luxuriously soft. Rib-knit turtleneck, cuffs and waistband. Long sleeves. Machine wash, medium and tumble dry. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.

29 G 5020F—Shpg. wt. 6 oz. . . . . \$5.00

**5 PERMA-PREST® woven-plaid Slacks** . . . regular and slim sizes. Flare-leg styling. Fortrel® polyester and cotton. Waist has elastic back and band front with Gripper® fasteners. Zipper fly. Multicolor plaid. Machine wash, medium and tumble dry . . . no ironing.

**Regular sizes.** Fit the child with an average build. State size 3, 4, 5, 6 or 6x. See chart 2 on page 29.

29 G 6721F—Shpg. wt. 6 oz. . . . . \$4.50

**Slim sizes.** Fit the child with a slender build. State size 3, 4, 5, 6 or 6x. See chart 3 on page 29.

29 G 6722F—Shpg. wt. 6 oz. . . . . \$4.50

**6 Striped corduroy Slacks.** . . . regular sizes that fit the child with average build. Flare legs. Midwale cotton corduroy. Waist has elastic back and extended band front with Gripper® snap fasteners. Zip fly. Two pockets. Multicolor stripes. Machine wash, medium. State size 3, 4, 5, 6 or 6x. See chart 2, page 29.

29 G 6719F—Shpg. wt. 8 oz. . . . . \$4.50

**7 PERMA-PREST® solid-color Jeans** . . .

all sizes that fit the child with slender build. Flare-leg styling. Polyester and cotton in popular high-ridge twill. Long-wearing because they are bartacked at points of strain and have Perma-Nee® reinforced knees. Band waist with belt loops. Handsome rally-back style with two back pockets set in yoke plus two front pockets. Pooh patch on hip. Navy. Machine wash, medium and tumble dry . . . no ironing.

State slim size 3, 4, 5, 6 or 6x. See chart 3 on page 29.

29 G 75509F—Shpg. wt. 8 oz. . . . . \$4.50

**8 Belt.** Black harness leather. Winnie-the-Pooh etched on brushed chrome plated steel buckle. Waist sizes S(19-21 in.); L(22-24 in.). State size S or L.

29 G 9413F—Shpg. wt. 4 oz. . . . . \$2.50

**9 Cling-alon® Crew Socks.** Soft Orlon® acrylic blended with stretch nylon. Heels and toes are reinforced with an extra 3% nylon. Elasticized tops. Machine wash, medium. Package of 3 pairs: 1 camel, 1 navy and 1 flash gold. Sizes M(fits shoe sizes 3 to 5½); ML(fits shoe sizes 6 to 8½); L(fits shoe sizes 9 to 11½); XL(fits shoe sizes 12 to 4).

State one size per pkg. M, ML, L or XL.  
29 G 1900F—Wt. 3 oz. . . . . Pkg. \$1.79

\*Reg. DuPont T.M. \*\*Reg. Fiber Industries, Inc. T.M.

**Pooh directs  
the little boys'  
fashion scene  
starring  
Flash gold,  
Navy  
and Camel**



**10 Corduroy Vest.** Plush ribless cotton corduroy lined with acetate tricot. Two patch pockets. Front belt. Simulated leather buckle. Dry clean. Can be mixed or matched with any pants on these two pages. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 9417F—Flash gold 29 G 9418F—Navy  
Shipping weight 6 ounces. .... Each \$7.00

**11 Solid-color Corduroy Slacks.** . . regular sizes. Flare-leg styling. Plush ribless cotton corduroy. Waist has elastic back and band front. Zipper fly has fashionable nautical-look button trim. Machine wash, medium. Regular sizes fit child with average build. State size 3, 4, 5, 6 or 6x. See chart 2, page 29.  
29 G 6724F—Flash gold 29 G 6723F—Navy  
Shipping weight 10 ounces. .... Each \$4.50

**12 Belted Pullover Sweater.** Soft Orlon® acrylic knit in fashionably longer length. Heather-look ribbing is highlighted by contrasting color yarn. Turtleneck. All-around belt. Wide rib-knit waistband and cuffs. Machine wash medium and tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29 G 3718F—Beige and flash gold  
29 G 3719F—Navy and white  
Shipping weight 8 ounces. .... Each \$5.00

**13 Corduroy Sport Coat.** Plush ribless cotton corduroy lined with acetate tricot. Stitched trim in contrasting color. Wide lapels. Two pockets. High center back vent. Simulated leather buttons on front and sleeves. Camel color. Dry clean. State size 3, 4, 5, 6 or 6x.  
29 G 9419F—Shipping weight 12 oz. . . . \$12.00

**14 PERMA-PREST® striped Jeans.** . . regular and slim sizes. Flare-leg styling. Polyester and cotton twill with multicolor stripes. Long-wearing because they are bartacked at points of strain and have Perma-Nee® reinforced knees. Band waist with belt loops. Handsome rally-back style . . . back yoke, two front pockets. Pooh patch on hip. Machine wash, medium, tumble dry . . . no ironing.

**Regular sizes.** Fit the child with average build. State size 3, 4, 5, 6 or 6x. See chart 2, pg. 29.  
29 G 75503F—Shipping weight 8 oz. . . . \$4.50

**Slim sizes.** Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See chart 3 on pg. 29.  
29 G 75508F—Shipping weight 8 oz. . . . \$4.50

**15 PERMA-PREST® Pullover.** Stretch nylon accented with Pooh embroidery. Rib-knit turtleneck and cuffs. Hemmed bottom. Machine wash, medium and tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.  
29G48054F—Flash gold 29G48055F—Camel  
29G4805F—Navy  
Shipping weight 4 ounces. .... Each \$3.50

**NOTE:** Shoes are sold on page 569







# Pooh designs Little Girls' Fashions in Berry red and Acorn brown for fall



Sears  
**Winnie the Pooh  
Collection**  
...unmistakably fine quality

(1 and 2) Shape-keeping double-knit acrylic. Berry red and Acorn brown stripes. Machine wash, med., tumble dry no iron. State size 3, 4, 5, 6 or 6x

- 1 PERMA•PREST® Pull-over Tunic Top.** Sleeveless. Wear with skirt (2), pants (6) or knickers (9). 29G4371F—Wt. 9 oz. \$5 00
- 2 PERMA•PREST® Skirt.** Waist has covered elastic back and band front. A-line styling. Wt. 9 oz. 29 G 4370F .....\$4 00

(3 and 4) Runproof stretch nylon knit. Machine wash, warm. Sizes S(2-3); M(4-5); L(6-6x) State size S, M, L

- 3 Sears Best Cling-alon® Tights.** Knit in double. Full fashion seat and knee. 29G2713F—Berry red 29G2710F—White 29G2741F—Acorn brown Shpg. wt. 3 oz. ... Ea. \$2 49
- 4 Sears Best Cling-alon® Tops.** Rib-knit turtle neck and cuffs. Shoulders taped for shape retention. 29G2759F—Berry red 29G2756F—White 29G273F—Acorn brown 29 G 4370F .....\$4 00

(5 and 6) Shape-keeping double-knit acrylic. Machine wash, med., tumble dry... no ironing. State size 3, 4, 5, 6 or 6x

- 5 PERMA•PREST® high-waist Dress.** Shirred skirt has 2-in. hem. Zipper back. Berry red and Acorn brown. Wt. 12 oz. 29 G 5620F .....\$8 00
- 6 PERMA•PREST® Pants.** Waist has bk. front, covered elastic back. Straight-leg styling. Berry red. Wt. 5 oz. 29 G 9856F .....\$4 50

- 7 Ribbed Pullover Vest.** Soft Orlon® acrylic knit in longer length. Rib-knit U-neck. All-around self belt. Machine wash medium. Sizes S(2-3); M(4-5); L(6-6x). 29 G 3534F—Berry red 29 G 3535F—White 29 G 3533F—Acorn brown State size S, M or L. Shpg. wt. 5 oz. Each \$5 00

- 8 Cloche Hat.** Ribbed double-knit of Orlon® acrylic. Pom-pom trim. Machine wash warm. Berry red. 29 G 2598—One size fits 3 thru 6x. Wt. 3 oz. ....\$1 75

(9 and 10) Shape-keeping double-knit acrylic. Berry red and Acorn brown stripes. Machine wash, med., tumble dry no ironing. State size 3, 4, 5, 6 or 6x

- 9 PERMA•PREST® Knickers.** Covered elastic back waist, band front. Elastic holds knickers up at knee. Shpg. wt. 5 oz. 29 G 9654F .....\$4 50
- 10 PERMA•PREST® Jumper.** A-line style. Smartly-trimmed with buttons and fine detailing. Shipping wt. 11 oz. 29 G 4358F .....\$6 00

- 11 Sears Best Cling-alon® Knee Socks.** Knit-in cable pattern. Orlon® acrylic and stretch nylon. Machine wash, medium. Pkg. of 3 prs.: 1 Berry red, 1 white, 1 Acorn brown. Sizes M(fits shoe size 3-5½); ML(fits shoe size 6-8½); L(fits shoe size 9-11½); XL(fits shoe size 12-4). State 1 size per pkg. M, ML, L, XL. 29 G 1824F—Shipping weight 3 ounces Pkg. \$2 99

- 12 Pooh Charm Bracelet.** She will love this 24K gold plated bracelet. Snap clasp. Gift boxed. 29 G 9426—One size fits all children. Wt. 3 oz. ....\$4 00

- 13 Pullover Sweater.** Rib-knit Orlon® acrylic. Fashionable longer length. Turtleneck. Saddle shoulders. Acorn brown (other colors sold pg. 25). Machine wash medium, tumble dry. Sizes S(2-3); M(4-5); L(6-6x). 29 G 3722F—State S, M or L. Wt. 7 oz. ....\$5 00

- 14 Suede leather Belt.** Fringe ties. Acorn brown. 29 G 9408—Fits sizes 3 thru 6x. Wt. 4 oz. ....\$2 00

- 15 Plaid Pants.** Woven Acrilan® acrylic bonded to acetate tricot to keep shape. Waist has band front and elastic back. Straight leg styling. Multicolor. Machine wash, med., hang to dry. State size 3, 4, 5, 6 or 6x. 29 G 9857F—Shipping weight 5 ounces .....\$4 00

- 16 Pigtail Hat.** Bulky knit Creslan® acrylic. Brown. 29 G 2596—One size fits 3 thru 6x. Wt. 4 oz. ....\$2 75

- 17 Low-waist Dress.** Top is double-knit acrylic. Woven plaid Acrilan® acrylic skirt is bonded to acetate tricot. Two front pleats. 2-in. hem. Zipper back. Belt. Brown and red. Machine wash, med., hang to dry. 29 G 5621F—State 2, 3, 4, 5, 6, 6x. Wt. 12 oz. ....\$8 00

- 18 Hooded Coat.** Acorn brown cotton suede lined with acrylic pile on cotton back. Pile trim on edge of hood. Double-breasted style. Two patch pockets. Back pleat. All-around belt. Machine wash, warm. 29 G 8715CF—State 2, 3, 4, 5, 6, 6x. Wt. 2 lbs. ....\$22 00

NOTE: Shoes sold page 567.



\*Reg. T.M. DuPont  
\*\*Reg. T.M. Monsanto

UPONA  
AEDSAG  
Sears 23



Sears

Winnie-the-Pooh

Collection

...unmistakably fine quality

1

6

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12

13

# Pooh cheers little boys in Berry red, Acorn brown, Great green



(1 thru 4) Sizes S(2-3); M(4-5); L(6-6x) State S, M, L.

**1 PERMA-PREST® Turtleneck Pullover.** Stretch nylon. Machine wash, med., tumble dry. . no iron  
29 G 48535F—Brown 29 G 4853F—White  
29 G 48534F—Green 29 G 48051F—Red

State size S, M or L. Shpg. wt. 3 oz. . . . . Each \$3 50

**2 Rib-knit Placket Shirt.** Polyester, cotton. Long-point collar. Pretend pocket. Mach. wash, med., tumble dry.  
29G5003F—Green 29G5004F—Brown 29G5002F—Red  
State size S, M or L. Shpg. wt. 4 oz. . . . . Each \$4 00

**3 PERMA-PREST® Jacquard Pullover.** Polyester and cotton with knit-in pattern. Red and brown. Mock turtleneck. Mach. wash, med., tumble dry. . no ironing  
29 G 5000F—State size S, M, L. Shpg. wt. 4 oz. . . . \$3 00

**4 Ribbed Turtleneck Pullover.** Orlon® acrylic knit extra long. Saddle shoulders. Machine wash, med  
29 G 3720F—Red 29 G 3723F—White  
29 G 3722F—Brown 29 G 3721F—Green  
State size S, M or L. Shpg. wt. 7 oz. . . . . Each \$5 00

**5 Vinyl and Sherpa® pile Coat.** Double-breasted style. 2 pockets. High back pleat. Sherpa pile collar, lining, trim are Dacron® polyester on polyester back. Sleeves interlined with acrylic fiber and unknown fibers (textile by-product). Brown. Machine wash, warm  
29 G 8805CF—State 3, 4, 5, 6, 6x Wt. 3 lbs. . . . \$17 00

**6 Vinyl and Sherpa® pile Hat.** Diplomat style. Sherpa pile is Dacron® polyester on polyester back. Quilted acetate tricot lining. Pull-down in-band earflaps. Brown. Matches coat (5). Sizes in inches. M(19½-20½), L(21-22)  
29 G 8008F—State size M or L. Shpg. wt. 5 oz. . . \$3 50

**(7 thru 9) PERMA-PREST® flare-leg Jeans.** Polyester and cotton. Bartacked at strain points. Band waist with belt loops. Stay-put zipper fly. Pooh patch on hip. Machine wash, medium, tumble dry. . no ironing

**7 Solid-color.** Brushed-finish twill. Perma-Nee® double knees. Rally-back style. . 2 back pockets set in yoke; 2 front pockets. Slim sizes only †  
29 G 75517F—Dark green 29 G 75516F—Brown  
State size 3, 4, 5, 6, 6x Wt. 8 oz. . . . . Each \$4 50

**8 Plaid.** Canvas-weave fabric. Perma-Nee® double knees. 2 front pockets. Dark green, berry red, camel  
Regular sizes, †† State 3, Slim sizes, † State size 3, 4,  
4, 5, 6 or 6x Wt. 8 oz. 5, 6 or 6x Wt. 8 oz.  
29 G 75501F . . . . \$4 50 29 G 75506F . . . . \$4 50

**9 Striped.** Twill Rally-back yoke. 2 front pockets. Dark green, berry red and camel  
Regular sizes, †† State Slim sizes, † State size 3, 4,  
size 3, 4, 5, 6, 6x Wt. 8 oz. 5, 6x Wt. 8 oz.  
29 G 75502F . . . . \$4 50 29 G 75507F . . . . \$4 50

**10 PERMA-PREST® flare-leg Slacks.** Fortrel® polyester, rayon twill. Red, brown. Elastic backwaist, band front. Mach. wash, med., tumble dry. . no iron  
Regular sizes, †† State 3, Slim sizes, † State 3, 4, 5, 6,  
4, 5, 6 or 6x Wt. 6 oz. or 6x Wt. 6 oz.  
29 G 6717F . . . . \$4 50 29 G 6718F . . . . \$4 50

**11 Belt.** Brown harness leather. Matching brass studs and buckle. Sizes in inches: S(19-21); L(22-24)  
29 G 8440F—State size S or L. Shpg. wt. 5 oz. . . . \$3 00

**12 Belt.** Brown harness leather. Pooh etched on chrome-plated steel buckle. Sizes in inches: S(19-21), L(22-24). State size S or L  
29 G 8414F—Shipping weight 4 ounces . . . . \$2 50

**13 Cling-alon® Crew Socks.** Orlon® acrylic, stretch nylon. Reinforced heel, toe. Elasticized tops. Pkg. of 3 pairs: 1 red, 1 dk green, 1 brown. Machine wash, med  
Sizes M(shoe size 3-5½), ML(shoe size 6-8½), L(shoe size 9-11½); XL(shoe size 12-4) Shpg. wt. 3 oz.  
29G1901F—State 1 size per pkg. M, ML, L, XL. Pkg. \$1 79

**14 Hat and stretch Glove Set.** Double-knit Orlon® acrylic hat. Acrylic and stretch nylon knit gloves. Machine wash, warm. One size fits 3 thru 6x.  
29G2604—Dk. green 29G2602—Red 29G2603—Brown  
Shipping weight 7 ounces . . . . . Set \$3 75

**15 C.P.O. style Jacket.** Heavyweight melton cloth of new wool and nylon lined with warm acrylic pile on cotton back. Sleeves have lining quilted to batting of acrylic and other fibers. Two pockets. Dry clean  
29G8235F—Dk. green 29G8212F—Red 29G8236F—Plaid  
State size 3, 4, 5, 6, 6x Wt. 1 lb. 4 oz. . . . . Each \$12 00

\*Reg. T M DuPont. \*\*Reg. T M Fiber Industries, Inc.  
†Fits the slender child. see chart 3 on page 29  
††Fits the average child. see chart 2 on page 29



NOTE  
Shoes are sold  
on page 569



**WARDROBE-BUILDER CORNER**

...featuring 14 pages of  
mix 'n match fashions

**SIZES TO 6x**

**PERMA-PREST®**  
**Playwear Sets for boys**

Sets look great without ironing  
when they are machine washed  
medium and tumbled dry



Items (4)  
and (5) are  
Wear Dated®



**1 PERMA-PREST®**

**Slacks and layered-look Shirt.** Set is stretch nylon knit. Striped shirt has sewn-in, solid-color, V-neck insert with rib-knit turtleneck. Long sleeves with rib-knit cuffs. Hemmed bottom.

Solid-color slacks have all around elastic boxer waist. Zip fly. Flare legs have stitched down front crease.

State size 2, 3, 4, 5, 6 or 6x. See chart below.  
29 G 8568F Blue  
29 G 8569F Brown  
29 G 8570F Green  
Shpg. wt. 9 oz....Set \$3.99

**2 PERMA-PREST®**

**Slacks and fashionable skinny-rib Shirt.** Set is polyester and cotton. Brown shirt has collar styled with long-point lapels and placket with smart-looking big zipper. Long sleeves with rib-knit cuffs.

Striped herringbone pattern slacks. Waist has elastic back and an extended hand front with snap closure. Zipper fly. Pocket. Semi-flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.  
Shipping weight 12 oz.  
29 G 8572F ....Set \$5.99

**3 PERMA-PREST®**

**Slacks and Shirt trimmed to match.** Set is a polyester and cotton blend. Broadcloth navy sport shirt. Collar has stylish long-point lapels. Pretend flap pocket with striped trim that matches slacks. Long sleeves with button cuffs.

Handsomely styled slacks are striped, textured look denim. Waist has elastic back and extended hand front with snaps. Zipper fly. Back pocket. Flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.  
Shipping weight 12 ounces.  
29 G 8574F .....Set \$5.99

**(4 and 5) PERMA-PREST® Wear-Dated® Sets** Guaranteed to give one year's normal wear or return set for free replacement or refund

**4 Slacks and crew neck Shirt with pocket.** Acrilan® acrylic knit shirt with rib-knit neck and cuffs. Striped twill slacks of polyester and cotton. Boxer waist. Flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.  
29 G 8508F Brown shirt, striped slacks  
29 G 8507F Green shirt, striped slacks  
29 G 8505F Navy shirt, striped slacks  
Shpg. wt. 10 oz....Set \$4.59

\*Reg. T.M. Monsanto

**5 Slacks and crew neck Shirt.** Acrilan® acrylic knit shirt with rib knit neck and cuffs. Emblem on chest. Twill slacks of Monsanto polyester and cotton. All around elastic boxer waist. Semi flare legs.

State size 3, 4, 5, 6 or 6x. See chart below.  
29 G 8501F Gold shirt, green slacks  
29 G 8500F Red shirt, navy slacks  
29 G 8502F Rust shirt, brown slacks  
Shpg. wt. 10 oz....Set \$3.99

"Charge It" if you wish  
see page 717

**CHILDREN GROW RAPIDLY MEASURE AND BE SURE**

Order only sizes listed with each item

Size (not age) ...	2	3	4	5	6	6x
Height (inches)	32 1/2 - 35	35 1/2 - 38	38 1/2 - 41	41 1/2 - 44	44 1/2 - 47	47 1/2 - 49



Even at this  
Low, Low Price  
\$7.99

... you get a 3-pc. Vest Suit  
with Shirt, Slacks and Vest

Striped vest and slacks are made of durable cotton duck. Vest fully lined with acetate taffeta. Has front belt with metal buckle. Flare-leg slacks have all around elasticized waist. Zipper fly. Solid-color shirt of polyester and cotton broadcloth. Fashionable long point collar, balloon-style sleeves. Navy and red. Machine wash medium, tumble dry. State size 3, 4, 5, 6 or 6x. See Chart 2 on page 32.

Shipping weight 12 oz. Suit \$7.99  
29 G 9441F



### 3-piece **PERMA-PREST®** Vest Suits include Shirt, Vest and Slacks

**1** Knit vest of Orlon® acrylic bonded to nylon tricot. Flare-leg slacks of polyester and cotton twill have band front and covered elastic back waist. Zipper fly. 2 pockets. Polyester and cotton broadcloth shirt. Long-point collar, balloon-style sleeves. Green and gold. Machine wash, med., tumble dry. . . no ironing.

State 3, 4, 5, 6, 6x. See Chart 2, page 32.  
29 G 9442F—Shpg. wt. 1 lb. . . Suit \$9.99

\*Reg. DuPont T.M.

**2** Vest and slacks of polyester, cotton twill. Vest lined with cotton batiste. Flare-leg slacks have band front, elasticized back-waist. Zipper fly. 2 pockets. Polyester, cotton broadcloth shirt has long-point collar, balloon-style sleeves. Machine wash, med., tumble dry. . . no ironing. State 3, 4, 5, 6, 6x. See Chart 2, page 32.

29 G 9452F—Blue  
29 G 9453F—Rust  
Shipping weight 1 pound Suit \$11.99

**3** Vest and slacks of polyester, cotton corduroy. Vest lined with cotton broadcloth. Flare-leg slacks have band front and covered elastic back-waist. Zipper fly. 2 pockets.

Shirt of polyester and cotton broadcloth. Long-point collar, balloon-style sleeves. Brown. Machine wash at medium temperature, then tumble dry. . . no ironing. State 3, 4, 5, 6, 6x. See Chart 2, page 32.

29 G 9447F—Shpg. wt. 1 lb. Suit \$11.99



**PERMA-PREST®** Shirts.  
Duralon® polyester and  
cotton broadcloth with  
soil release finish.

Machine wash at medium  
temperature and  
tumble dry. . . no ironing.

Long shirtdails, 1 pocket.  
et White Hong Kong.  
State 3, 4, 5, 6, 6x.

Long sleeves  
Shpg. wt. 4 oz.  
29 G 6376F . . . \$1.99

Short sleeves  
Shpg. wt. 3 oz.  
29 G 6375F . . . \$1.79



**PERMA-PREST®** Shirt.  
Clip-on Tie. Polyester,  
cotton broadcloth.  
Machine wash, med.,  
tumble dry. . . no iron.  
Hong Kong. State 3, 4,  
5, 6, 6x.

Long sleeves  
29 G 6200F—Blue  
29 G 6201F—Gold  
29 G 6202F—Green  
Wt. 6 oz. Set \$2.99

Short sleeves  
29 G 6230F—Blue  
29 G 6231F—Gold  
29 G 6232F—Green  
Wt. 5 oz. . . . . Set \$2.79



This handsome 10-way Suit  
can be worn as a Vest Suit **\$11.99**

This versatile suit includes 4 pieces: solid-color jacket, striped slacks, solid-color slacks and a reversible tunic vest. Actual length of vest is 2 inches longer than illustrated.

Single-breasted jacket is lined with smooth acetate taffeta. Two flap pockets. Metal button trim. Flare-leg slacks have band front elastic insert. Zipper fly. Two pockets. Fashionable tunic vest has metal chain and button trim. Suit is of durable rayon and acetate blend in oxford weave. Dry clean.

State size 3, 4, 5, 6, 6x. See Chart 2 on page 32.  
29 G 9448F—Blue 29 G 9449F—Brown  
Shipping weight 1 pound 4 ounces . . . . . Suit \$11.99

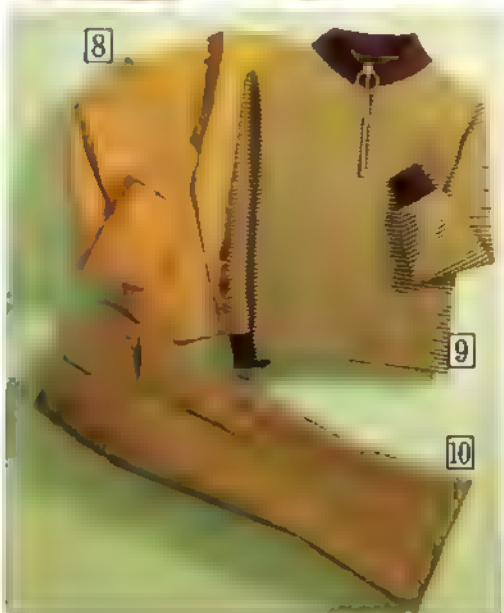
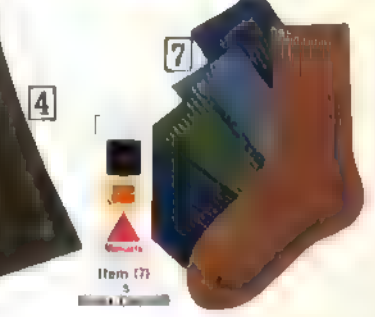
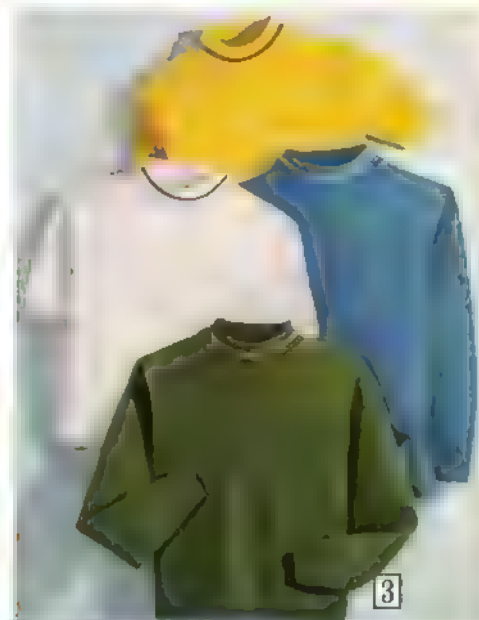


CPKEM  
AEDSLG Sears 27



**WARDROBE-BUILDER CORNER**  
 .. featuring 14 pages of  
 mix 'n match fashions  
**SIZE 1 TO 6x**

# No-iron Go-Togethers



# ..sporty looks for playtime



## CHILDREN GROW RAPIDLY . . MEASURE AND BE SURE

Order only sizes listed with each item

Chart 1 for pullovers and sweaters

Size	S	M	L
Height (inches)	32 1/2-38	38 1/2-44	44 1/2-49

Chart 2 Regular size pants (Fit child with average build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49
Waist (inches)	21	21 1/2	22	22 1/2	23

Chart 3 Slim size pants (Fit child with slender build)

Size (not age)	3	4	5	6	6x
Height (inches)	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49
Waist (inches)	19 1/2	20	20 1/2	21	21 1/2

\*Reg. T.M. DuPont

\*\*Reg. T.M. Fiber Industries, Inc.

## ALL ITEMS ON PAGES 28 THRU 37 ARE IN ColorMate Colors

All shades of  
any ColorMate color  
are designed to  
go together  
fashionably

**1 Belted Sweater Vest.** Orlon® acrylic. U-neck. Rib-knit waist. Machine wash, med., tumble dry.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1

29 G 3730F—Frost beige 29 G 3728F—Gold

29 G 3728F—Navy

State size S, M or L. Shpg. wt. 5 oz. . . . . Each \$3.99

**2 PERMA-PREST® Shirt.** Polyester and cotton broadcloth. Long-point collar. Two flap pockets. Long sleeves. Sanforized-Plus-2™ . . won't shrink out of fit. Machine wash, medium, tumble dry . . no ironing. Singapore.

State size 3, 4, 5, 6 or 6x. See Chart 2, page 32

29 G 6251F—Blue 29 G 6253F—Green

29 G 6252F—Gold

Shipping weight ea. 4 oz. . . . . Each \$2.99, 2 for \$5.90

**3 PERMA-PREST® Ban-Lon® Pullover** 100% nylon. Rib-knit mock turtleneck. Full-fashion raglan shoulders. Machine wash, med., tumble dry . . no iron. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1

LONG SLEEVES. Rib-knit cuffs.

29 G 49285F—Blue 29 G 49283F—White

29 G 49284F—Gold 29 G 49286F—Green

Shipping weight 4 ounces. . . . . Each \$2.89

SHORT SLEEVES.

29 G 48275F—Blue

29 G 48272F—White

29 G 48273F—Gold

29 G 48274F—Green

Shipping weight 3 ounces. . . . . Each \$2.49

**4 PERMA-PREST® Slacks** . . regular sizes that fit the child with average build. Fortrel® polyester and cotton twill in a smart woven stripe. Flare-legs. Waist has elastic back, extended band front. Two pockets. Machine wash, med., tumble dry . . no iron. State size 3, 4, 5, 6, 6x. See Chart 2.

29 G 6714F—Blue 29 G 6715F—Brown

29 G 6716F—Green

Shipping weight 6 ounces. . . . . Each \$3.99

**5 PERMA-PREST® Jeans** . . regular, slim sizes. Textured striped denim of polyester, cotton. Band waist, belt loops. Rally-back style . . 2 back pockets set in yoke; 2 front pockets. Flare legs . . round with no center crease. Perma-Nee® reinforced knees for longer wear. Machine wash, med., tumble dry . . no iron.

REGULAR SIZES. Fit child with average build.

State size 3, 4, 5, 6 or 6x. See Chart 2

29 G 75481F—Navy 29 G 75482F—Brown

Shipping weight 8 ounces. . . . . Each \$3.99

SLIM SIZES. Fit child with slender build.

State size 3, 4, 5, 6 or 6x. See Chart 3.

29 G 75486F—Navy 29 G 75487F—Brown

Shipping weight 8 ounces. . . . . Each \$3.99

**6 Suede leather Belt.** Smooth leather back. Saddle stitch border. Bronze-plated steel buckle. Sizes S(19-21); L(22-24).

29 G 9460F—Black 29 G 9461F—Sand

29 G 9462F—Green

Shipping weight 4 ounces. . . . . Each \$1.99

**7 Crew Socks.** Pkg. of 5 prs. Rib-knit, 4-ply, stretch nylon. Wear-Dated® . . guaranteed to give one year's normal wear or return for free replacement or refund. Machine wash, medium. Pkg. of 5 prs.: 2 navy, 1 blue, 1 green, 1 brown. Sizes M(shoe size 3 to 5 1/4); ML(6 to 8 1/4); L(9 to 11 1/4); XL(12 to 4). State 1 size per package M, ML, L, XL. 29 G 1916F—Shipping weight 4 oz. . . . . Pkg. \$2.49

**8 Cardigan Sweater.** Wintuk Orlon® acrylic knit with a textured, classic look. Rib-knit cuffs and waistband. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1

29 G 3811F—Blue 29 G 3810F—Gold

29 G 3889F—Green

State size S, M or L. Shpg. wt. 7 oz. . . . . Each \$3.99

**9 PERMA-PREST® knit placket shirt.** Striped Dacron® polyester, cotton. Rib-knit mock turtleneck, cuffs. Fashionable zipper front. Hemmed bottom. Machine wash, med., tumble dry . . no iron.

Sizes S(2-3); M(4-5); L(6-6x). See Chart 1

29 G 4973F—Blue 29 G 4974F—Brown

29 G 4975F—Green

State size S, M or L. Shpg. wt. 4 oz. . . . . Each \$2.99

**10 PERMA-PREST® Jeans** . . regular, slim sizes. Polyester, cotton denim. Band waist, belt loops. Zip fly. Rally back yoke. 2 front pockets. Flare legs with front center crease. Machine wash, medium, tumble dry . . no iron

REGULAR SIZES. Fit the child with average build

State size 3, 4, 5, 6 or 6x. See Chart 2

29 G 75471F—Navy 29 G 75474F—Gold

29 G 75473F—Green

Shipping weight 8 ounces. . . . . Each \$2.99

SLIM SIZES. Fit the child with slender build.

State size 3, 4, 5, 6 or 6x. See Chart 3.

29 G 75476F—Navy 29 G 75478F—Gold

29 G 75479F—Green

Shipping weight 8 ounces. . . . . Each \$2.99



## The Children's Shop

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SIZES TO 6x



### C.P.O. shirt-style Jackets

Pile lined      Unlined  
**\$7.99    \$5.99**

He'll look great in this handsome jacket with authentic naval styling. Fabric is a soft blend of reprocessed wool, linen and nylon. Sewn-in stays keep collar neat. Anchor embossed buttons. Two patch pockets with button flaps. Two-button adjustable cuffs. Dry clean. From Korea.

State size 3, 4, 5, 6 or 6x. See Chart 2 on page 32.

**Pile lined.** Pile is blend of acrylic, linen, cotton and nylon on rayon back. Jacket is extra long for better fit and added warmth.

29 G 8232F—Blue plaid  
29 G 8233F—Brown plaid  
29 G 8234F—Solid navy  
Shpg. wt. 1 lb. 4 oz. .... Each \$7.99

**Unlined.** Wear as a shirt or as a light-weight jacket.

29 G 6318F—Blue plaid  
29 G 6319F—Brown plaid  
29 G 6317F—Solid navy  
Shipping weight 10 oz. .... Each \$5.99

SIZES  
to 6x

## The longest-wearing,



### PERMA-PREST® Twill flare-leg Slacks

**1** These neatly-tailored slacks are made of fabric so strong that no double knee reinforcing is needed. Fine quality, heavyweight twill is a blend of 75% Dacron® polyester, 25% cotton.

Slacks never need ironing when machine washed medium temperature and tumbled dry. Soil-release finish... greasy and oily stains wash out more easily. Waist has elastic back and extended band front with Gripper® fasteners. Zipper fly. Two front pockets.

\*Reg. DuPont T.M.

REGULAR SIZES Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.

29 G 6766F—Brown    29 G 6767F—Green  
29 G 6768F—Gold    29 G 6765F—Navy  
Shipping weight 8 ounces. .... Each \$3.99

SLIM SIZES Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.

29 G 6772F—Brown    29 G 6773F—Green  
29 G 6774F—Gold    29 G 6771F—Navy  
Shipping weight 8 ounces. .... Each \$3.99

### PERMA-PREST® Sport Shirts

**2** Polyester and cotton broadcloth with woven-in stripes. Flap pockets. Long sleeves. No ironing needed when machine washed medium temperature, tumbled dry. From Singapore.

State 3, 4, 5, 6 or 6x. See chart 2 on page 32.

29 G 6303F—Green    29 G 6302F—Gold  
29 G 6301F—Blue  
Shpg. wt. each 5 oz. .... Each \$2.99; 2 for \$5.90

### Crew Socks

**3** Cling-alon® crew socks are combed cotton and super-stretch nylon. Guaranteed to give one year's normal wear or return for free replacement or refund. SANI-GARD® treated for hygienic freshness. Machine wash at medium temperature. Package of four pairs: 1 green, 1 brown, 1 navy, 1 gold.

Sizes M (fits shoe sizes 3 to 5½); ML (fits shoe sizes 6 to 8½); L (fits shoe sizes 9 to 11½); XL (fits shoe sizes 12-4). State one size per package M, ML, L or XL.  
29 G 1841F—Shipping weight 3 oz. .... Package \$2.49





# toughest Twill and Corduroy Pants we sell



## PERMA-PREST® Corduroy Jeans and Slacks

**BEST BECAUSE:** Sears laboratory has proved the superior strength of this corduroy fabric. In our tests, this tough blend of 60% Antron® nylon, 28% cotton and 12% DuPont 420 nylon showed 8 times more abrasion resistance than ordinary corduroy fabrics of 50% polyester and 50% cotton. And actual wear tests prove these jeans and slacks can take far more rough and tumble treatment than ordinary cotton corduroy.

**4 Jeans.** Mid-wale corduroy. Band waist with belt loops and snap front closure. Zipper fly. Handsome rally-back style . . . 2 back pockets set in yoke; 2 front pockets. Tapered legs. Smooth and ready to wear without ironing if machine washed at medium temperature and tumbled dry.

**REGULAR SIZES.** Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.  
 29 G 77541F—Brown 29 G 77544F—Blue 29 G 77542F—Green  
 Shipping weight each 12 ounces . . . . . Each \$4.99; 2 for \$9.88

**SLIM SIZES.** Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.  
 29 G 77546F—Brown 29 G 77545F—Blue 29 G 77547F—Green  
 Shipping weight each 12 ounces . . . . . Each \$4.99; 2 for \$9.88

**5 Slacks.** Mid-wale corduroy. Waist has extended band front with snap closure. Zipper fly. Two front pockets. Tapered legs. Machine wash, medium temperature and tumble dry . . . no ironing.

**REGULAR SIZES.** Fit the child with average build. Elastic back waist. State size 3, 4, 5, 6 or 6x. See Chart 3 on page 32.  
 29 G 6885F—Gold 29 G 6863F—Brown  
 29 G 6864F—Olive 29 G 6862F—Navy  
 Shipping weight each 8 ounces . . . . . Each \$4.99; 2 for \$9.88

**SLIM SIZES.** Fit the child with slender build. Elastic side waist inserts. State size 3, 4, 5, 6 or 6x. See Chart 4 on page 32.  
 29 G 6869F—Gold 29 G 6867F—Brown  
 29 G 6868F—Olive 29 G 6866F—Navy  
 Shipping weight each 8 ounces . . . . . Each \$4.99; 2 for \$9.88

## PERMA-PREST® Knit Pullovers

**6 Striped.** Smooth knit of stretch nylon. Rib-knit mock turtleneck and cuffs. Sewn-in V-neck insert. Long sleeves. Hemmed bottom. Machine wash medium, tumble dry . . . no ironing. From Taiwan. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1 on page 32.

29 G 5034F—Green stripes  
 29 G 5036F—Brown and gold stripes  
 29 G 5035F—Navy and red stripes  
 29 G 5040F—Navy and gold stripes  
 Shipping weight 4 ounces . . . . . Each \$2.99

**7 Solid-color.** Rib-knit of Dacron® polyester and cotton. Turtleneck. Long sleeves. Hemmed bottom. Machine wash, medium temperature and tumble dry . . . no ironing. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1 on page 32.

29 G 5031F—Blue  
 29 G 5033F—Gold  
 29 G 5032F—Green  
 29 G 5030F—White  
 Shipping weight 4 ounces . . . . . Each \$2.29

\* Reg. T.M. DuPont

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**WARDROBE-BUILDER CORNER**

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**SIZES TO 6x**

# Corduroy and Knits

**1 Hat.** Wide-wale cotton corduroy. Quilted rayon lining. Pull-down earflaps are bulky knit cotton and polyurethane foam laminated to corduroy. Adjustable chin strap. Sizes M(19½-20½); L(21-22). State M or L. Sizes M(19½-20½); L(21-22). State size M or L.

29 G 8005F—Green 29 G 8007F—Bronze  
29 G 8006F—Blue  
Shipping weight 8 ounces.....Each \$2.79

**2 Norfolk-style Jacket** in longer length for extra warmth. Rugged wide-wale cotton corduroy with a warm pile lining of cotton backed acrylic. Collar closes at neck for greater protection against cold. Belt with metal buckle. Two patch pockets with flaps. Machine wash, warm temperature.

State size, 3, 4, 5, 6 or 6x. See Chart 2.  
29 G 8270F—Green 29 G 8272F—Brown  
29 G 8271F—Navy  
Shipping weight 1 pound 4 ounces.....Each \$8.99

**3 Pullover Sweater.** Soft, warm acrylic. Rib-knit mock turtleneck and cuffs. Raglan shoulders. Long sleeves. Machine wash, warm. From Taiwan. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1.  
29 G 3851F—Green stripes 29 G 3850F—Brown stripes  
29 G 3849F—Navy stripes  
Shipping weight 6 ounces.....Each \$2.99

**4 Velour Pullover.** Luxuriously soft combed cotton knit velour. Rib-knit mock turtleneck, cuffs and waistband. Long sleeves. Machine wash, warm. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1.  
29 G 4859F—Green 29 G 4856F—Gold  
29 G 4857F—Blue  
Shipping weight 6 ounces.....Each \$3.59

**5 PERMA-PREST® flare-leg corduroy Slacks** .. regular sizes. Tough midwale corduroy of cotton and nylon. Waist has elastic back and extended tab front. Zip fly. Two pockets. Machine wash, medium, tumble dry .. no ironing. Regular sizes fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3.  
29 G 6851F—Blue plaid 29 G 6852F—Brown plaid  
29 G 6853F—Green plaid  
Shipping weight each 8 oz....Each \$3.99; 2 for \$7.88

**6 Crew Socks.** Pkg. of 4 prs. Polyester and stretch nylon. Reinforced heel and toe. Elasticized tops. Wear-Dated® .. guaranteed to give one year of normal wear or return for free replacement or refund. Machine wash, medium. Package of 4 pairs: 1 navy, 1 brown, 1 green, 1 gold.

Sizes M(fits shoe size 3 to 5½); ML(fits shoe size 6 to 8½); L(fits shoe size 9 to 11½); XL(fits shoe size 12 to 4). State 1 size per pkg. M, ML, L or XL.  
29 G 1897F—Shpg. wt. pkg. 4 oz. Pkg. \$2.25; 2 pkgs. \$4.44

**7 Cardigan Sweater.** Soft acrylic knit in two color tones. Full fashion raglan shoulders. Rib-knit cuffs and waistband. Machine wash warm. From Korea. Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. See Chart 1.

29 G 3753F—Blue 29 G 3754F—Brown  
29 G 3755F—Green  
Shipping weight 5 ounces.....Each \$2.99

**8 Pullover Sweater-Shirt.** Soft acrylic knit. Rib-knit mock turtleneck and cuffs. Full fashion raglan shoulders. Machine wash, warm. From Korea.

Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L. LONG SLEEVES.

29 G 3706F—Blue 29 G 3707F—Gold 29 G 3708F—Green  
Shipping weight each 4 oz....Each \$2.99; 2 for \$5.90

SHORT SLEEVES.

29 G 3750F—Blue 29 G 3751F—Gold 29 G 3752F—Green  
Shipping weight each 3 oz....Each \$2.49; 2 for \$4.92

**9 PERMA-PREST® corduroy Slacks** .. regular and slim sizes. Midwale corduroy of Kodol® polyester and cotton. Waist has elastic back and band front. Zip fly. Two pockets. Tapered legs. Machine wash, medium temperature and tumble dry .. no ironing.

REGULAR SIZES. Fit the child with average build. State size 3, 4, 5, 6 or 6x. See Chart 3.  
29 G 6883F—Navy 29 G 6884F—Brown  
29 G 6885F—Green

Shipping weight 8 ounces.....Each \$2.99

SLIM SIZES. Fit the child with slender build. State size 3, 4, 5, 6 or 6x. See Chart 4.

29 G 6887F—Navy 29 G 6888F—Brown  
29 G 6889F—Green

Shipping weight 8 ounces.....Each \$2.99



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Order only sizes listed with each item

Measuring Chart 1			
Size	S	M	L
Height (inches)	32 ½-38	38 ½-44	44 ½-49

Measuring Chart 2					
Size (not age)	3	4	5	6	8x
Height (inches)	35 1/2-38	38 1/2-41	41 1/2-44	44 1/2-47	47 1/2-49

Measuring Chart 3 Regular size slacks (fit the child with average build)					
Size (not age)	3	4	5	6	6x
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47	47 ½-49
Waist (inches)	21	21 ½	22	22 ½	23

Measuring Chart 4 Slim size slacks (fit the child with slender build)					
Size (not age)	3	4	5	6	6x
Height (inches)	35 ½-38	38 ½-41	41 ½-44	44 ½-47	47 ½-49
Waist (inches)	19 ½	20	20 ½	21	21 ½

\*Reg. T.M. Eastman Chemical Products, Inc.



# .. for rugged looks and rugged wear

